



EASTERN NEW MEXICO UNIVERSITY

POSITION PROFILE VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT AND PUBLIC RELATIONS 2023

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EASTERN NEW MEXICO UNIVERSITY

*Eastern New Mexico University, New Mexico's largest regional comprehensive university, is thrilled to announce the commencement of its search for a dynamic and accomplished individual to join the leadership team and is inviting nominations and applications for **Vice President for University Advancement and Public Relations.***



ABOUT EASTERN NEW MEXICO UNIVERSITY

Mission

Eastern New Mexico University combines an engaging learning environment with current technology to provide a rich educational experience. ENMU focuses on:

- Preparing students for careers and advanced study.
- Promoting citizenship and leadership skills and values.
- Supporting excellence in teaching and research.
- Empowering students to respond to a rapidly changing world.

Vision

Eastern New Mexico University emphasizes liberal arts education, freedom of inquiry, cultural diversity and whole student life. Excellent teaching and active learning define campus relationships. Scholarship, both primary and applied, cultural enrichment, and professional service are also important contributions of the University community.

The Eastern community envisions a university where every faculty and staff member instills in one another and in students a sense of social and cultural awareness and responsibility. The University accomplishes this by embracing and fostering diversity and inclusion among students, faculty and staff. The University engages well-qualified and caring faculty and staff who treat one another with respect and work together to accomplish institutional goals and mentor students.

Student Success – that’s what it’s all about!

For over 80 years Eastern New Mexico University (ENMU) has prepared students for careers and advanced study. Its mission is to emphasize liberal learning, freedom of inquiry, cultural diversity, and whole student life. ENMU serves students of traditional age, adult learners and organizations through undergraduate and graduate programs.

Eastern New Mexico University is New Mexico's largest regional comprehensive university, offering over 130 certificate, associate, bachelor's, and master's programs. Dedicated to a student-focused mission, ENMU is comprised of three campuses: a four-year campus in Portales and two-year campuses in Roswell and Ruidoso.

HISTORY

Opening its doors in 1934 as Eastern New Mexico Junior College, ENMU added additional classes leading to a bachelor's degree and was renamed Eastern New Mexico College in 1940. Next, ENMU was accredited as a four-year liberal arts college in 1946-47. Graduate work leading to master's degrees was added in 1949, and on April 5, 1949, the Board of Regents approved the change of the institution's name to Eastern New Mexico University.

QUICK FACTS & ACCOLADES

- 96% Student Satisfaction Rate
- Texas students within a 135-mile radius qualify for ENMU's in-state tuition rate
- Top 10% Most Affordable of Southwest Four-Year Universities
- *BestColleges.com* ranks ENMU #2 of 10 Most Affordable Colleges in Nation 2023
- *Niche.com* ranks ENMU #59 of 378 Best Hispanic Serving Institutions in America 2023
- *Niche.com* ranks ENMU as the safest 4-year University Campus in NM 2023
- ENMU earns 2023-2024 Military Friendly School Gold Designation

To view more awards, [click here](#).



CAMPUSES

The ENMU System consists of a four-year campus (ENMU-Portales) and two-year campuses ENMU-Roswell and ENMU-Ruidoso.

ENMU-Portales, the main campus, is home to the office of the chancellor and offers some 63 bachelor's and master's degree programs. It enjoys a 16:1 student-faculty ratio, and a 97% student satisfaction rate. Its tuition rates are among the lowest in the region, and Texas students within a 135-mile radius qualify for ENMU's in-state tuition rate. Popular undergraduate majors are business administration, communicative disorders, social work and applied arts and sciences. Portales is, a rural, agricultural community with an authentic Southwestern, small town culture, located eleven miles from Cannon Air Force Base and twenty miles from the Texas border.

ENMU-Roswell is the larger of ENMU's branch campuses. It is a community college of 1,628 students, offering over 73 associate degree and certificate programs across 33 majors/areas of study. A full range of career advising services are available, in addition to a customized training program (Center for Workforce and Community Development) for business and industry and a unique program for students with disabilities. Roswell is the fifth largest city in New Mexico and also the home of New Mexico Military Institute.

ENMU-Ruidoso is the newest member of the ENMU system, designated a branch community college campus by the State of New Mexico in 2005. Enrolling over 626 students in Fall 2022, it offers 43 different associate degrees and certificates across 23 majors/areas of study. It also serves the mountain village of Ruidoso and surrounding areas, offering community education classes, customized training workshops and adult basic education courses.

STRATEGIC PLAN

[ENMU's strategic plan](#) sets forth goals and strategies that will enable the University to progress toward its aspiration of becoming one of the nation's leading land-grant universities, preeminent in research and discovery, teaching, and engagement.

ACCREDITATION

In addition to its Higher Learning Commission (HLC) accreditation, ENMU has earned program accreditations from the following agencies:

- National Association of Schools of Music (NASM)
- Accreditation Council for Business Schools and Programs (ACBSP)
- American Speech-Language-Hearing Association (ASHA)
- Accreditation Commission for Education in Nursing (ACEN)
- Council for the Accreditation of Educator Preparation (CAEP)
- Council on Social Work Education (CSWE)
- ENMU is on the approved list for the American Chemical Society, offering an ACS-certified degree.

STUDENTS

Eastern New Mexico University enrolls a total of 7,224 students across its three campuses. Current enrollment at the main campus in Portales is 5,106 with 3,833 undergraduate and 1,273 graduate students. In Fall 2022 there were 50 students transferring from a branch to the main campus. In Fall 2022, 84% of undergraduate students at ENMU Portales are from New Mexico or Texas, with the remaining 16% representing 62 states/territories and 30 countries of origin.



ATHLETICS

ENMU competes in NCAA Division II and belongs to the Lone Star Conference (LSC), which has members in New Mexico, Texas, Arkansas and Oklahoma. To learn more: enmu.edu/Athletics

Coed varsity sports include: Cheerleading and Esports

Men's varsity sports include: Baseball, Basketball, Cross Country, Football, Rodeo, Soccer, and Track and Field

Women's varsity sports include: Basketball, Cross Country, Rodeo, Soccer, Softball, Track and Field, and Volleyball

Intramural sports: Activities include flag football, volleyball, dodgeball, soccer, basketball, kickball, softball, and many others

FINANCE

In total, the ENMU system administers operating budgets in excess of \$120 million. While the campuses are governed centrally, each is responsible for its own revenue streams which are not transferrable. Capital outlay funding for the main campus consists primarily of state allocations and private gifts. Capital outlay funding for the branch campuses consists of state allocations and locally authorized bonds. The ENMU Foundation has total assets of \$25,000,000, and provides some \$400,000 annually in scholarship support to ENMU students.

For many years the State of New Mexico has led the nation in its financial support for public higher education. Currently, public funding accounts for approximately 50% of ENMU Portales's overall operating budget and 75% of the budgets of its branch campuses. Leadership is keenly aware that the state is not immune from the broad national trend of steadily declining allocations for public education and is taking steps to fortify and increase other revenue sources.

LEADERSHIP



Dr. James Johnston was appointed president of Eastern New Mexico University and chancellor of ENMU system in November of 2022 and started his tenure on January 3, 2023. He is the 12th president of ENMU and the 3rd chancellor of the ENMU System. Dr. Johnston came to ENMU with more than 20 years of administrative experience, having served in numerous leadership roles at other institutions throughout his career. He has a track record of success in leading enrollment growth, innovative programming, curricular offerings, and fundraising through traditional and innovative partnerships. As an administrator, he has dedicated his time, energy, and creativity to providing a supportive learning environment committed to student success.

Dr. Johnston earned his Bachelor of Science in Radiologic Sciences and his Master of Science in Radiologic Sciences from Midwestern State University and his Ph.D. in Health Studies from Texas Woman's University.





ABOUT THE POSITION VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT AND PUBLIC RELATIONS

The Vice President for University Advancement and Public Relations (VPUAPR) is a member of the University leadership team serving under the President. The VPUAPR is the chief development officer for the University, directly responsible to the President for the planning and administration of a comprehensive program of fundraising and marketing compatible with the philosophy and objectives of the University. The Vice President will have three direct reports and a staff that has responsibility for the foundation, alumni affairs, scholarship and stewardship, public relations and communications and will be responsible for leading and providing strategic direction for the Advancement division of the University. This will include fundraising campaigns, major gifts and planned giving, alumni relations, marketing and public relations, university development, and corporate and foundation relations.

DUTIES AND RESPONSIBILITIES:

- Provides strategic, operational and administrative leadership for the Advancement Division and personnel assigned to areas of supervision.
- Articulates the critical role of private philanthropy and the opportunities for voluntary support.
- Guides the establishment and implementation of a broad range of advancement policies and procedures applicable to individual donors, corporations, and foundations.
- Identifies, cultivates, solicits closing and stewardship of potential and existing donors and opportunities for funding.
- Develops and maintains personal contacts with individual donors and prospective donors.
- Maintains the necessary relations to keep the institution's name and achievements alive in the minds of individuals, corporate and foundation executives, and board members.
- Ensures an expanding positive image of the University through effective marketing and public communications.
- Provides administrative direction regarding general fundraising objectives. Creates and executes fundraising plans that utilize best practices in annual, major and planned gift programs.
- Implements long-range planning and philosophy for areas of responsibility.
- Oversees the development of alumni relations.
- Performs other duties as assigned by the President.

OPPORTUNITIES AND CHALLENGES:

- Working closely with the President and an external consultant, assist with the development and launch of a comprehensive campaign. Provide ongoing oversight and progress reports for this key activity to the President and other appropriate parties.
- The office of advancement has been restructured to include public relations along with all advancement responsibilities. The Vice President will have the opportunity to establish a high functioning team that includes members from both areas maximizing the natural synergy that exists between outreach and communications.
- Build a strategy to identify and nurture donor relationships. Create a systemic approach to maintain connections, identify the donor capacity, and to follow-through on all opportunities.
- Create connections throughout the community and the region that will provide opportunities for organizations to become “friends” of the University and support institutional initiatives.
- Use institutional and other data and feedback to anticipate and address needs of ENMU’s staff and faculty while encouraging a robust system of giving among these stakeholder groups.
- Maintain a dynamic portfolio of high-net-worth individuals and secure major capital, and planned gifts, as well as advanced annual gifts and endowment support.
- Encourage partnerships with educational institutions, businesses and community groups to help create a broader base of participation.
- Work with the advancement team to develop annual plans and budgets for Alumni Affairs, Annual Fund, Gift Planning, Major Gifts, Grant Development, Stewardship and Scholarship.
- Utilize fundraising technology to strengthen operations. Provide training and guidance for staff as these tools are integrated in daily department activity.

MINIMUM JOB REQUIREMENTS:

- A master’s degree from a regionally accredited institution.
- A minimum of seven years of progressively responsible experience in fundraising, communication, external relations, leadership and supervision.
- Demonstrated proficiency with fundraising software to assist with and organize all fundraising activities.
- A proven track record of soliciting and closing major gifts, major and planned giving management, annual giving, direct solicitation, prospect management, public relations and marketing.

KNOWLEDGE, SKILLS AND ABILITIES:

- Possesses an understanding of current philanthropic and public relations interests of individuals, foundations or corporations, acquired through regular contact with those individuals and organizations.
- Works effectively with administrators, boards, faculty, alumni, foundations and corporate and community leaders.
- Exhibits direct and relevant experience with university comprehensive capital campaigns.
- Skilled in establishing and maintaining relationships with potential funding sources.
- Demonstrates understanding of general public relations and marketing principles.
- Demonstrates expertise in management, leadership, and working collaboratively with senior leadership teams.
- Possesses an understanding of the higher education landscape, and ability to work with academic and athletics units in identifying and developing potential fundraising sources.
- Experience in donor research, including data collection and analysis.
- Knowledgeable in the use of computers and standard computer software programs related to advancement, marketing and public relations.
- Works well with diverse populations and maintains positive working relationships with students, faculty, staff, and the community.
- Demonstrates exceptional interpersonal skills, including the ability to communicate clearly both in writing and verbally, develop and maintain close relationships with donors and prospective donors, and exercise sound judgment.
- Designated as a Responsible Employee as outlined by Title IX.



PROCEDURE FOR CANDIDACY

Acceptance of inquiries, nominations, and applications will begin immediately and continue until the completion of the search. Interested parties are encouraged to apply by October 18, 2023.

To apply online, go to: <https://theapplicantmanager.com/jobs?pos=su379>

All applications and nominations will be held in confidence.

The Summit team managing this search includes:



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Eastern New Mexico University is committed to creating a diverse environment and is proud to be an equal opportunity employer. The University complies with all applicable federal and state laws regarding nondiscrimination and affirmative action and does not discriminate on the basis of race, color, national origin, religion, sex (including pregnancy, gender identity, and sexual orientation), age, disability, genetic information, veteran status, or any other protected status in its programs, activities, or employment.



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ABOUT PORTALES, NEW MEXICO



Warm Heart of the Sunbelt & Home of the Famous Valencia Peanut!

Located on the High Plains of eastern New Mexico, Portales, along with its quaint town square, is in the heart of a major agricultural region where residents enjoy sunny days, low humidity and mild winters. This diverse city offers a friendly, small-town atmosphere with plenty of cultural and recreational activities to offer visitors and new residents alike.



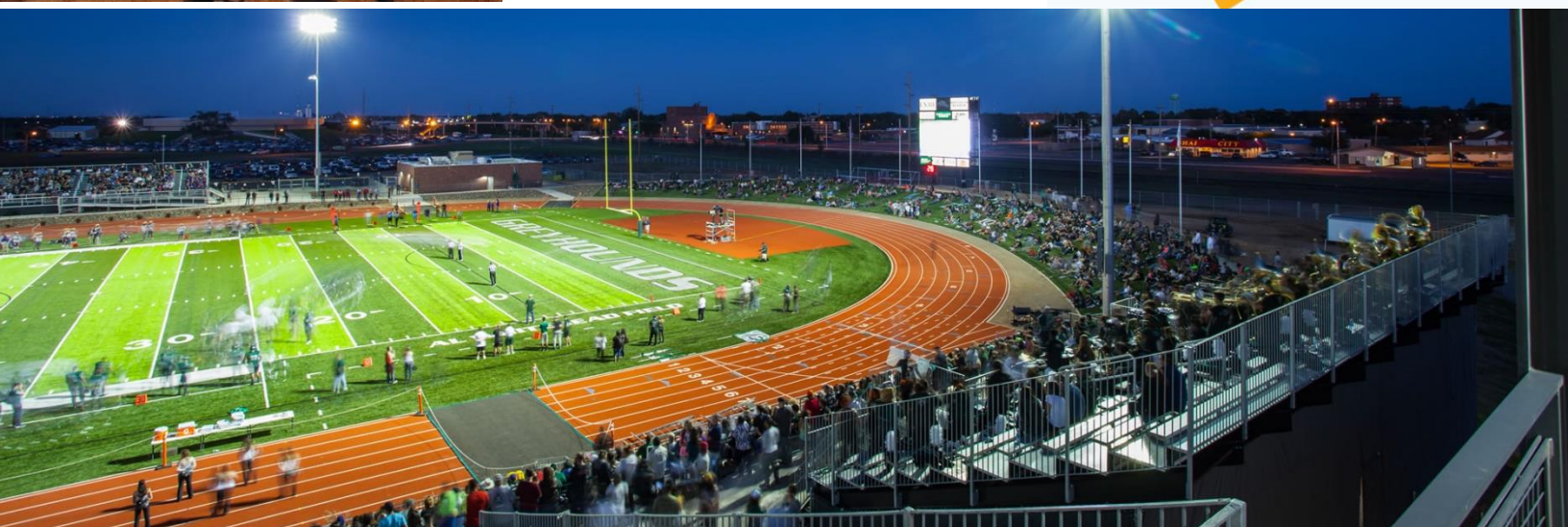
Portales offers a low cost of living and median home prices when compared to other major cities in the U.S. With plenty of new housing as well as charming older historical homes, housing opportunities are diverse and plentiful. Many Air Force personnel, stationed at Cannon Air Force Base, call Portales home and see themselves as part of the local community by spending thousands of hours each year mentoring and tutoring local school children within the community.



With arts and crafts festivals, numerous art shows and exhibitions, museums, theatre shows, bands and nightlife entertainment, eateries to satisfy the foodie in you, coffee shops, excellent educational opportunities, rodeos, and recreational opportunities Portales has something for everyone.



To learn more, visit the [Portales Chamber of Commerce](#) & [New Mexico Magazine](#).





Student Success!
That's what we're about.

